



Station Order Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

12056

Contact: Dianne Downey

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KTVX-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
KTVX 6a News 6:00 AM 6:30 AM	EM	M-F 30	\$95.00 \$475.00	1	1	1	1	1			5
KTVX 6:30a News 6:30 AM 7:00 AM	EM	M-F 30	\$130.00 \$650.00	1	1	1	1	1			5
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$140.00 \$700.00	1	1	1	1	1			5
The Doctors 9:00 AM 10:00 AM	DT	M-F 30	\$125.00 \$125.00		1						1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$150.00 \$150.00				1				1
Anderson Cooper 2:00 PM 3:00 PM	DT	M-F 30	\$100.00 \$100.00					1			1
Ellen 3:00 PM 4:00 PM	EF	M-F 30	\$250.00 \$1,250.00	1	1	1	1	1			5
KTVX 4p News 4:00 PM 4:30 PM	EN	M-F 30	\$165.00 \$825.00	1	1	1	1	1			5
KTVX 4:30p News 4:30 PM 5:00 PM	EN	M-F 30	\$165.00 \$825.00	1	1	1	1	1			5
KTVX 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$165.00 \$825.00	1	1	1	1	1			5
KTVX 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$200.00 \$1,000.00	1	1	1	1	1			5
Saturday 5p News 5:00 PM 5:30 PM	EN	Sa 30	\$175.00 \$175.00						1		1

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/17/2012 12:36:41 PM

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				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Sunday 5p News	EN	Su	\$175.00							1	1
5:00 PM 5:30 PM		30	\$175.00								
Two & Half Men	PA	M-F	\$400.00			1					1
6:30 PM 7:00 PM		30	\$400.00								
Dancing With Star	PT	M	\$2,900.00	1							1
7:00 PM 8:30 PM		30	\$2,900.00								
KTVX 10p News	LN	M-F	\$400.00	2	1	1	1	1			6
10:00 PM 10:35 PM		30	\$2,400.00								
Saturday 10p News	LN	Sa	\$325.00						1		1
10:00 PM 10:30 PM		30	\$325.00								
Sunday 10p News	LN	Su	\$500.00							1	1
10:00 PM 10:30 PM		30	\$500.00								
Nightline	LF	M-F	\$200.00		1			1			2
10:35 PM 11:05 PM		30	\$400.00								
Station Gross Totals			\$14,200.00	11	11	10	10	11	2	2	57

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